

COMMUNICATION STUDIES/SPEECH COMMUNICATION

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

BUSINESS

Sales
Customer Service
Management
Insurance:
 Underwriting
 Claims Management
 Sales
Real Estate:
 Property Management
 Sales
Human Resources
Training and Development
Labor Relations
Writing/Editing
Corporate Communication
Office Management

Product and service organizations
Retail stores
Hotels
Restaurants
Manufacturers
Banks and financial institutions
Insurance companies
Hospitals and other healthcare organizations
Print and electronic media
Real estate agencies
Consulting firms
Research firms
Other business corporations

Earn a minor in business or take business classes.
Develop strong verbal and written communication, interpersonal, and analytical skills.
Learn to work well on a team.
Seek leadership roles in other campus organizations.
Gain experience through internships, part-time, or summer jobs.
Develop computer skills in areas such as spread sheets, databases, and presentation software.
Join related professional associations.
Conduct informational interviews to learn about jobs of interest and to build a network of contacts.
Be prepared to start in entry-level positions such as management trainee programs.
Look for companies that have an interest in hiring "any major."

PUBLIC RELATIONS/ADVERTISING

Public Relations
Advertising
Marketing
Corporate Public Affairs
Investor Relations
Development
Event Coordination
Media Analysis/Planning
Creative Directing
Writing/Editing
Audience Analysis
Public Opinion Research

Private corporations
Public relations firms
Advertising agencies
Radio and television companies
Public opinion research firms
Sports and entertainment organizations
Hospitality and tourism industry
Nonprofit organizations
Government agencies
Labor unions
Educational institutions
Consulting firms
Freelance

Take courses in marketing, advertising, public relations, or other area of interest.
Gain experience through internships, even if unpaid.
Develop excellent writing and public speaking skills.
Serve as public relations officer of an organization.
Develop a portfolio of writing samples, ad campaigns, and other relevant work.
Join related professional associations.
Find a mentor in a related field to provide career guidance.
Consider moving to cities with larger numbers of job opportunities.
Be prepared to start at the bottom and work into positions with greater responsibility.

AREAS

EMPLOYERS

STRATEGIES

MEDIA

Writing
Editing
Copywriting
Publishing
Producing
Managing/Directing
Research
Media Sales
Media Planning
Broadcasting

Publishing firms including newspaper, magazine and book
Wire services and syndicates
Literary agencies
Internet sites
Television and radio stations
Film industry
Freelance

Take elective courses in journalism, broadcasting, public relations, and advertising.
Develop excellent interpersonal, presentation, and research skills.
Work for campus or local newspaper, radio station, or television station.
Get related experience through internships, even if unpaid.
Learn webpage design and software packages relevant to publishing and media.
Develop a portfolio or audition tape depending on the industry.
Be willing to take any job in the field to get a foot in the door.

NONPROFIT

Administration
Management
Grant Writing
Writing/Editing
Fundraising/Development
Public Relations
Volunteer Coordination
Program Coordination
Research
Religious Work:
 Pastoral and Other Religious Leadership
 Mission Work
 Religious Camp Administration
 Local Ministries, e.g. Youth, Adult, Education

Local and national nonprofit organizations
Professional associations
Chambers of commerce
Community centers
Philanthropies
Hospitals
Foundations
Churches, synagogues, mosques
Religious organizations, e.g. camps, retreat centers, denominational boards
Think tanks

Take courses in psychology, sociology, or social work to broaden perspective.
Develop a wide array of skills including writing, speaking, budgeting, and grant writing.
Obtain leadership roles in relevant campus, church, or community groups.
Complete one or more internship(s) with nonprofit organizations.
Learn to work well with different types of people.
Demonstrate knowledge and experience in a specialty area, e.g. public health, environment, urban issues.
Research organizations' values to find a good fit with yours. It is critical that you are knowledgeable about and care about the organizations' missions.
Consider earning a master's degree in public administration or non-profit administration.
For religious work, research requirements to enter leadership in the faith you want to pursue. For example, Master of Divinity and denominational ordination are required for most clergy positions.

AREAS

EMPLOYERS

STRATEGIES

GOVERNMENT

City or Town Management
Community Affairs
Campaigning
Legislative Assistance
Public Information
Research
Lobbying
Conflict Negotiation
Program Administration
General Services
Social Services
Foreign Service
Legislative, Executive, or Judicial Services

There are over 170 departments and agencies in the federal government. Conduct research to determine which are a good fit for you.
Local and state government
Political parties
Political action committees
Legislatures and other elected public officials
School districts
Court systems
Think tanks

Minor in an applicable interest area such as business, political science, or public administration.
Take courses in conflict management and develop negotiation skills.
Volunteer to work on a local or national political campaigns.
Join related student organizations and earn leadership roles. Get involved with student government and campus campaigns.
Complete an internship with a government agency to get a foot in the door.
Maintain a strong grade point average as many government programs are very competitive.
Learn local, state, and federal government job application procedures. Visit the campus career center for assistance.
Develop a network of contacts through informational interviews and referrals.

LAW

See also What Can I Do With This Major in Law?

Prosecution
Defense
Contractual
Corporate
Nonprofit or Public Interest
Government
Mediation
Other Specialties
Law Assistance

Law firms
Federal, state, and local government
Private practice
Corporations
Special interest groups
Universities and colleges
Legal aid societies
Nonprofit and public interest organizations, e.g. ACLU, NAACP Legal Defense Fund, Legal Services Corporation
Legal clinics
Other private legal services

Develop strong research skills and attention to detail.
Participate in debate or forensic team to hone communication skills.
Choose courses or a minor to specialize in a particular area of law, e.g. a minor in business for a career in corporate law.
Find part-time or summer work in a law firm.
Shadow an attorney to learn more about the field and various specialties.
Get involved in pre-law organizations.
Plan to attend law school and earn a law degree.
Maintain a high grade point average and secure strong faculty recommendations. Prepare for the LSAT (Law School Admission Test).
Obtain specialized certification for paralegal positions.

AREAS

EMPLOYERS

STRATEGIES

HIGHER EDUCATION

Teaching
Research
Information/Library Science
Administration and Student Support Services:
 Admissions
 Financial Aid
 Advising
 Development
 Alumni Affairs
 International Education and Study Abroad
 Student Affairs, e.g. Residence Life, Student
 Activities, Orientation, Leadership, Greek
 Life, Multicultural Affairs, Recreational Sports
Fundraising/Development
University Communications/Outreach

Four-year colleges and universities
Two-year and community colleges
Technical schools
Medical and professional schools

Ph.D. required for teaching and research in colleges and universities. Maintain a high grade point average and secure strong faculty recommendations. Assist a faculty member with research.
Earn a master's degree in information science for librarianships or college student personnel/higher education administration for other positions.
Develop strong interpersonal communication and public speaking skills.
Get involved in campus leadership roles in residence halls, student unions/activities, programming boards, orientation, admissions, etc.
Learn to work well with a variety of people.

GENERAL INFORMATION

- Communication Studies is a broad degree that can lead to job opportunities in many different fields. Skills and experiences gained through co-curricular activities, internships, part-time jobs, and volunteering are critical in shaping a career path. Develop a career goal and seek the right background to become a strong candidate.
- Communication Studies is good preparation for graduate school in many disciplines including communication, law, education, business, public administration. Maintain a strong grade point average to increase opportunities for admission into graduate programs.
- Explore specializations within major and professional field. Select electives to enhance knowledge in area(s) of interest or find a minor that will add value.
- Develop strong written and verbal communication skills and excellent interpersonal skills. Gain experience with public speaking by joining Toastmasters.
- Get involved in campus activities and professional organizations. Learn to work well on a team and develop leadership skills.
- Build a network of contacts. Once in a position, find an experienced mentor.